



SKM Steels Ltd: The extensive tradition of quality excellence

Q. Indian metal industry possesses incredible power to improve the overall standard of living in the country, Please, brief us about recent initiatives undertaken in steel manufacturing space? Which are your focus areas?

It is a good sign that we have started realizing the importance of commodities in our day to day lives. Manufacturers and all associated have taken initiatives to develop more effective steel products. Stainless Steel is one of the products which give us all that we require in our lives with its ability to resist corrosion and durability.

Our focus is to develop more and more products that will match the increasing demand of Stainless Steel, which in today's date are being used for Greenfield projects, renovation and extension of existing airports, railways, construction, kitchen accessories and automotive thus improving our overall outlook. As a responsible citizen it is my responsibility and dedication in protecting human health, natural resources and local environment in view of increasing environmental awareness and improving the quality of life in our community.

Q. What are the growth opportunities for steel industry in India? Being the key player how do you plan to position your company in steel sector?

Steel Industry has shown phenomenal growth in domestic as well as exports since last five years. Sectors like Infrastructure, Automobile, Home Appliances and Power Plants have contributed to the increased demand in domestic market which implies that Indian Stainless Steel Industry is closely linked to economic growth in India. Infrastructure and Construction triggers the growth of stainless steel usage by not only being as a primary consumer but also creating derived demand in terms of Home appliances, Automobile and others.

Stainless Steel market is moving very fast and we intend to capture micro events and design strategies that will help us to grab opportunities.

Q. As per your opinion what is the role of research & development



Mr.Kirti Shah - CMD, SKM Steels Ltd

in product performance? How do you score R&D in your company against all other functional heads?

Today we are sitting in a world where a supplier has to deliver right product for the right application and we are at the centre of it. The good news is that we are becoming more and more competitive in the market which makes it imperative to deliver quality products. Our core strength comes from a better understanding of product in terms of application which is the main factor for the success of SKM. Although R&D plays a very important role in all core Industry, Stainless Steel particularly has miles to go and our each function generate knowledge base which helps us to deliver all product range. At the same time we are allocating special R&D systems to have a better future.

Q.Indian market is price sensitive, what is your marketing strategy for India to counter this situation?

Cost pressure areas are found everywhere and consumers are finding means and ways to make

sure that they get the cheapest prices of raw material. But in case of value added products I think there is always a value that you get for your products and with that increasing we don't find any pressures on us in terms of pricing. Products like low low-nickle stainless steel grades in the market have been tested over and over for their corrosion resistances, formability and mechanical properties



SKM Team -Sitting Mr.Kirti Shah standing Left-Right Mr.Chirag Shah,Mr.Pankaj Shah, Mr.Girish Chaudhary,Mr.Amit Shah

PERSONAL INTERFACE



and found fully fit for this service.

Q. What is your quality policy for the business?

We at SKM are committed to achieve high degree of competency in the manufacture and exports of our products. Enhanced customer satisfaction through timely deliveries of right quality material which can be achieved through continuous improvement in the manufacturing processes, human resources and business management practices.

Q. Please elucidate the export performance of Indian metal products? What is the demand scenario of Indian products in global market?

Though export scenario was not good last year due to the overall recession worldwide, it seems to be showing signs of improvement now. Since Indian products are easily accepted and perceived as quality products we shall improve with time. Right attitude in terms of optimum utilization of resources, dedicated growth strategies to target global market will help us to be more competitive and be ahead of developing countries. As far as the quality and acceptability of Indian products in the global market is concerned it is well accepted.

Q. What are the key technological trends that are driving steel industry?

Steel Industry today is driven by value added products and technology collaboration will help us to enter into more competitive technology oriented products. The current thrust in stainless steel is on process improvements to enhance product quality and to reduce costs, energy optimization and environment control. These have been sought to be achieved through improved melting and degassing techniques, continuous casting, controlled rolling, thermo-mechanical processing etc. In the continuing search for higher productivity, improved production efficiency and reduction in costs, newer techniques and tools of management are being evolved and the existing ones are being honed. The entire management concepts and practices have been revolutionized by computer based information system, computerized process and production control and fully automated systems.

Q. According to you what are the measures taken



Factory at Umergaon



Award presented by Hon'ble Minister Mr. Pranab Mukherjee to Mr. Girish Chaudhary

by Indian manufacturers in order to compete with global players?

We are looking at optimum utilization of resources and trying to keep up with the technology changes in products and manufacturing techniques.. To compete we have to cut down on raw material cost and mass production will help us to bring down our cost. This will help us to compete in the global market.

Q. How do you compare the Indian metal industry against the global industry?

We are still in the growing stage of the learning curve as it looks today. We have been concentrating to develop infrastructure majorly in Urban areas which forms only 30% of Indian market that mean 70% is still to be explored.

Our per capita consumption is hobbling around 38 kg whereas if we compare it to China it is 328kg so we have miles to go. With the right kind of attitude and policies impose will help us to catch up with the Global Industry.

Q. How do your foresee the future of the Indian metal industry?

Time is not far when the Indian Stainless Steel industry will become the hub and people all over the world will look at India for sourcing their products.

Q. Please elucidate the product portfolio of your company & do have any plans to launch new products in the market in near future?

As far as manufacturing is concerned we are into Stainless Steel Bars. We are also in Stainless Steel Billets, Wire Rods, and black bars. Our other activities are servicing of TATA Steel products – Hot Rolled Sheets, CRCA, Galvanised Sheet, Rebars(TMT) and Alcoa-Aluminium products.

Q. What is your vision for your company?

To enhance customer satisfaction level, our image and achieve exponential growth in the global market with a range of world class products and service. To sum up in a line SERVING THE WORLD WITH STAINLESS STEEL.



SKM Steels Ltd: Company profile

SKM Group was established in the year 1969 as dealers of Ferrous and Non-ferrous metals by the visionary Shri Kirti M Shah, whose steely determination has proliferated the company's strength by excelling in manufacturing, imports, exports and trading. In the last 4 decades SKM Group has garnered a reputation of brilliance and finesse in the steel industry sector. The product range is quite extensive and includes alloy steel, cold rolled, galvanized, stainless, tor steel, and aluminium.

In order to incorporate organized system of working and reflect the corporate philosophy of delivering quality products, SKM Group further strengthened its horizons and diversified into Stainless Steel, CRCA, Galvanised, and Aluminium.

SKM STEELS LIMITED:

This flagship company of SKM Group is engaged in manufacturing and trading of stainless steel products. SKM steels is a developer of Stainless Steel Billets-Black Bars, Wire Rods, Bright Bars and Wires, and they are available in various size ranges, grades, supply conditions, finish, packing and usage according to consumer requirements. It is a professionally managed company headed by qualified and competent persons. SKM Steel's team is capable of achieving and meeting its customer's satisfaction with a committed willingness to change and improve continuously. The ethical and professional dealings with this stake holders have also contributed to the recognition of SKM Steels as a leading entity in the metal industry.

SKM STEELS LTD (Export Division):

This Government recognized Export House is having its own production facility in Umergaon, Dist.Valsad, which is functional round the clock in producing non-corrosive Stainless Steel products of the finest quality. With the help of its hi-tech state of the art technology, the fully fledged Bright Bar unit comprises of annealing and pickling facility and straightening, peeling, polishing, drawing and centreless grinding lines.

SKM considers it their responsibility in implementing healthy, safe and environmental policies and for that have implemented effective systems to identify, assess, monitor and control hazards and minimise risk. As quality is the prime motto, various stringent quality tests are conducted under the supervision of experienced personnel. Moreover these quality tests are organized from the initial stage of the procurement of raw materials to the final stage of dispatch of material.

As a result of continuous growth and commitment to achieve high competency with strong emphasis on quality, SKM Steels has won a number of prestigious awards for export excellence from EEPC (Engineering Export Promotion Council) India. This ISO 9001-2000 and ADW 2000/PED certified company is exporting its products all over the world.

SKM STEELS (CRCA DIVISION):

Authorised Distributors of Tata Steel for HR and CRCA products

SKM GALVA:

Authorised Distributors of Tata Steel for Galvanised products.

SKM ALUCOM:

Exclusive channel partner for Globle Giant ALCOA, US based company for supply of Aluminium products in India.

All this would not have been possible without the able guidance and stewardship of Shri Kirti Shah. Born and brought up in Bhandotra, a remote village in Gujarat, he developed the knack of identifying the right person for the right job and entrusted them with the responsibilities to handle the business on their own and providing overall guidance when needed. Even today he is the motivating source of inspiration and is the key factor in decision making. He has given total freedom to the concerned people with a reporting responsibility and concrete results within a pre-determined time frame. He believes that the credit for the success and growth achieved by SKM goes to the entire team which includes the employees, customers, dealers, etc, to his parents and to god almighty.

The group's benchmark of supplying meticulous quality within the shortest possible lead time and at competitive prices holds good even today. A vision that dates back to 1969 is now a perpetual mission.

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